Social Media Strategies
for Earthquake Education and Outreach

@JasonBallmann
Communications Manager
Southern California Earthquake Center
# Audience Sizes, SCEC Accounts

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
<th>Instagram</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCEC</td>
<td>8,702</td>
<td>15,200</td>
<td>710</td>
<td>255</td>
<td>1,164</td>
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<tr>
<td>ShakeOut</td>
<td>15,000</td>
<td>12,800</td>
<td>1,350</td>
<td>1,358</td>
<td></td>
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<tr>
<td>Tsunami Zone</td>
<td>1,347</td>
<td>1,532</td>
<td>90</td>
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<tr>
<td>Earthquake Country Alliance</td>
<td>3,382</td>
<td>3,330</td>
<td></td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>66,200</strong></td>
<td></td>
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</table>
Basics of a Strategy

- Goals
- Audience types
- Platforms
- Voice and tone
- Content topics
- Posting frequency
- Analytics and reporting protocols
- Team members
- Workflow management

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Case Study: #ShakeOut

- Interface with players in emergency management, science, and engineering through various subcampaigns (Seven Steps, Cascadia Rising, NCEE / NEC)
- ShakeOut.org/messaging – “train the trainer,” provide content easily, experiment with new creative
- Tweet/post upon registration, place hashtag in obvious places (web, email, and print/digital assets)
- Encourage media and other influencers to use hashtag #ShakeOut

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# Where #ShakeOut Trends Each Year

<table>
<thead>
<tr>
<th>Trend</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:06:14</td>
<td>Columbus/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:11:12</td>
<td>Colorado Springs/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:16:15</td>
<td>Cleveland/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:21:13</td>
<td>Chicago/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:21:13</td>
<td>Boston/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:26:16</td>
<td>Birmingham/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:26:16</td>
<td>Baton Rouge/United States</td>
</tr>
<tr>
<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 16:31:13</td>
<td>Austin/United States</td>
</tr>
<tr>
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<td>Atlanta/United States</td>
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<td>Los Angeles/United States</td>
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<td>Thu, 17 Oct 2019 15:38:20</td>
<td>Long Beach/United States</td>
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<td>Thu, 17 Oct 2019 15:41:12</td>
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<td>#ShakeOut</td>
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<td>Houston/United States</td>
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<td>Harrisburg/United States</td>
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<td>Fresno/United States</td>
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<td>#ShakeOut</td>
<td>Thu, 17 Oct 2019 20:03:42</td>
<td>United States</td>
</tr>
</tbody>
</table>

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Case Study: #ShakeOut
Case Study: Science Communication

Mar 2020 • 4 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 4,674 impressions

When an earthquake happens, many types of waves energetically spread throughout the Earth. Learn about the most fundamental types of waves and how they influence what we feel on this page from @PNSN1:

pnsn.org/outreach/about....
pic.twitter.com/o5W4H1zEeb

Nov 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 3,432 impressions

California now has an earthquake early warning system available to everyone through the @MyShakeApp and Wireless Emergency Alerts. Learn more with this @WashingtonPost article that also highlights the 30th anniversary of Loma Prieta and @ShakeOut:

washingtonpost.com/weather/2019/1....
pic.twitter.com/np98HIXZUC

Apr 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 10.7K impressions

The April 18, 1906 San Francisco Earthquake was the state’s last “Big One” (prior to that: Southern’s California’s Fort Tejon earthquake in 1857). We don’t know when the next “Big One” will strike, but we do know we can prepare to survive and recover:

EarthquakeCountry.org/sevensteps.
pic.twitter.com/Kwp3un9qdK

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Case Study: Science Communication

The chances of a bigger earthquake nearby Ridgecrest, CA are slim. However, remember that we have many significant, active faults in California, and thus a big earthquake can happen anytime (and we're always having small ones that we don't even feel!). There is always something you can do: http://EarthquakeCountry.org/sevensets. I "Could the M7.1 Ridgecrest, CA Earthquake Sequence Trigger a Large Earthquake Nearby?" https://www.usgs.gov/.../could-m71-ridgecrest-ca-earthquake-s...
Case Study: Ridgecrest Crisis

Twitter Templates

We largely use Twitter for real-time updates, from @SCIEC. Those updates are in the order in which they should be tweeted and will guide you through significant or non-significant scenarios as you go through them. We apply and adapt to Facebook and Instagram when possible. Thread as necessary.

First Tweet (once earthquake has been manually reviewed, check USGS Event Page to confirm):

Copy:

- X shaking felt near X area. | MX.X #Earthquake, Maximum Intensity X (light/moderate/strong) - Xkm (N/E/W/S) of X, XX / XX:XX [time] local time XXX/XXX/XXXX [date] | PAGER X. @USGS Event Page: [Link].

Visual: Include ShakeMap, moment tensor, and/or PAGER image from USGS website.

2nd Tweet:

Copy: Quote or thread to first tweet, and then add:

- Did you feel it? Report what you felt through the @USGS “Did You Feel It” form: [link to DYFI form specific to quake]

Visual: will be the retweeted tweet.

If applicable (tsunami):

Retweet @PTWC_NWS or @NTWC_NWS. If unavailable, copy and thread / quote:

Next Tweets, Significant:

If this is an event where significant damage, injury, or loss of life IS expected, and is local to California or other areas where our audiences are notable, quickly proceed to this set of tweets and try to thread them together:

- [IF APPLICABLE] If you are in an area where a tsunami is expected, go 2 miles inland or 100 feet up in a sturdy structure or hill, or to your pre-determined safe area. Follow local officials and media for updates.

Upload visual: screenshot of tsunami messages + and tsunami safety graphic: TsunamiZone.org/resources).

- This was a strong, widely felt earthquake, scary and frightening for many - we understand. The next set of tweets aim to help you improve your level of safety. Be careful and cautious. We are all in this together.


- Smell gas right now? If you know how, turn it off to prevent fires: [www.EarthquakeCountry.org/step6]. Power off? Do not light candles. Use battery or crank flashlights.


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Case Study: Ridgecrest Crisis


  Upload Visual: http://www.ShakeOut.org/socialmedia/Step_5_Animated.gif

- Apply first-aid to your minor injuries or those of others. Do not treat or move seriously injured persons, call 911 and wait for emergency responders: EarthquakeCountry.org/step6.


- Clean up any minor messes, broken objects, or spills. If something appears dangerous, alert emergency officials and let them handle it: www.EarthquakeCountry.org/step6.


- We will continue to update everyone as more information comes in. Stay tuned here and to local officials and media. The latest: [link to SCSN, NCSN, or USGS event page].

  Upload visual: screenshot of current report or http://www.ShakeOut.org/socialmedia/Improve_Safety_Radio.gif

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Case Study: Ridgecrest Crisis

Tragically, we were rocked by a much bigger 7.1 earthquake in the same area as Thursday’s 6.4, which 11 times more energy and has put people into more stress. Stay strong, California - we’re all in this together. | @USGS Event Page: earthquake.usgs.gov/earthquakes/ev...

The event is not a surprise in this region, called the Eastern California Shear Zone, which contains a collection of many faults... powerful in their own right.” | SCEC.org article on the Searles Valley Earthquake Sequence: scec.org/article/438

Follow @USGS, @CALOES, and @CountyofKern and local media for updates. It’s now night-time, be sure to keep a flashlight and shoes handy, as most injuries occur when people unexpectedly step on broken glass or trip over things that have moved.

Show this thread

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Case Study: Ridgecrest Crisis

The Los Angeles Times looks into earthquake probabilities, such as through the forecasting tool UCERF (SCEC.org/ucerf).

"San Andreas fault is a 730-mile monster. Ridgecrest earthquake was a tiny taste of the possible destruction" https://www.latimes.com/.../ridgecrest-quakes-trigger-somethi....

Triggered quakes?
The chance a quake on the San Andreas fault could result from the Ridgecrest-area quakes is slim.

Source: United States Geological Survey
Rahul Mukherjee / @latimesgraphics

7,482 People Reached
992 Engagements
139 Likes
7 Comments 81 Shares

Did you feel it? Earlier this morning, strong shaking was felt directly around Ridgecrest (south of Owens Valley), light shaking for the rest of SoCal, from a moderate 6.4 earthquake. Aftershocks are ongoing. Stay vigilant and safe! While the chance of something larger is only 5%, aftershocks can be damaging and injurious too. We are all in this together, learn how you can prepare to survive and recover from any earthquake that comes your way: EarthquakeCountry.org/sevensteps.

REVIEWED: M6.4 #Earthquake, Maximum Intensity VIII (moderate) - 10:33 AM local time, USGS

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Case Studies: Animated GIFs

- **20 million views so far!**
- *Download:*
  - giphy.com/scec
  - EarthquakeCountry.org/step5
  - ShakeOut.org/messaging
- *Tweet:* Tap "Tweet" then tap "GIF" and type in #ShakeOutGIF
Social Media Discussion

- What works for you?
- What other examples do you like?
- What do you want to try?
- What questions do you have?
Social Media Strategies for Earthquake Education and Outreach

Thank you!

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